



+



## Maywood Police Department

has joined Neighbors by Ring!

Neighbors by Ring is the Neighborhood Watch App that sends real-time crime and safety notifications directly to your phone.

To join the **Maywood Police Department** on the FREE

Neighbors App,

text **staysafe** to **555888**



Neighbors by Ring

### Welcome to the Neighborhood Watch App by Ring

- Get instant crime and safety alerts from your neighbors.
- Receive real-time updates from local law enforcement about crime in your neighborhood.
- Share alerts with neighbors to keep your community ahead of local crime.

Learn more at [download.ring.com/neighbors](https://download.ring.com/neighbors)

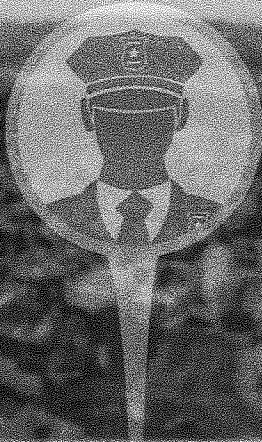


ring

Post Card - FRONT & BACK



Neighbors by Ring



**Neighborhood Update**  
**Suspect in Custody**  
**32nd Street**  
**6:36am**



**Neighborhood Alert**  
**Suspicious Person**  
**32nd Street**  
**6:08am**

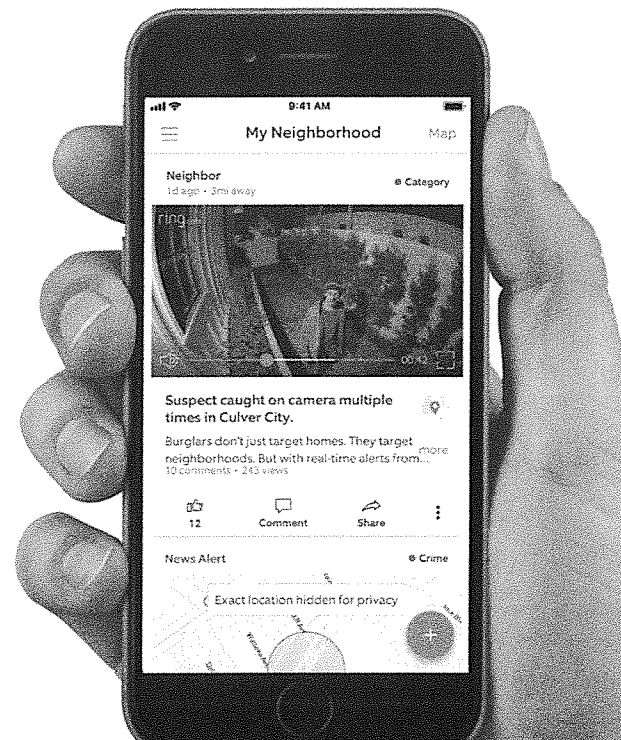


## Maywood Police Department has joined Neighbors by Ring!

Neighbors by Ring is the Neighborhood Watch App that sends real-time crime and safety notifications directly to your phone. The **Maywood Police Department** has joined the Neighbors App to share alerts, comment on local issues and help make our communities safer for everyone.

### Join the Maywood Police Department on the Neighbors App

Text **staysafe** to **555888** to download the free Neighbors App to see what's going on in your community right now. Share the app with your neighbors, friends and family to make a difference in your neighborhood today.





**Neighbors by Ring**  
Memorandum of Understanding

This agreement is entered into this 28<sup>th</sup> day of February, 2019 by and between Ring LLC ("Ring") and Maywood Police Department ("Agency"), (collectively the "parties") and will provide Agency access to the Neighbors Portal to communicate with users of the Neighbors app ("Ring Neighbors") and encourage community engagement as we work together to make Maywood's ("Township") neighborhoods safer.

- Neighbors by Ring app ("Neighbors App") is a digital neighborhood watch that both law enforcement and the public may access free of charge by downloading the Neighbors App (iOS and Android).
- The Neighbors App allows users to share and comment on real time crime and safety events in their neighborhood.
- As part of the program, Agency may:
  - Utilize the critical crime and safety events that are posted in the Neighbors App by Ring Neighbors to assist in law enforcement operations and investigations; and
  - Post information relating to critical incidents and other incidents in the app to keep Ring Neighbors informed regarding issues in their neighborhoods.

With an understanding that a robust, active and engaged user community is essential to the immediate, sustained and ongoing success of the program, the parties agree to the following responsibilities:

**Ring**

- Make the Neighbors App available to Township residents free of charge.
- Make the Neighbors Portal available to Agency free of charge, including ongoing support and training for Agency employees.

**Agency**

- Maintain appropriate access controls for Agency personnel to use the Neighbors Portal.

**Press Release**

The parties shall agree to a joint press release to be mutually approved by the parties. Neither party may use the other party's name, logo, or likeness in any advertising or press release without prior written approval of the other party. Notwithstanding the foregoing, Ring shall be permitted to provide in-app alerts to Ring Neighbors announcing Agency's participation in the Neighbors App.

**Term**

Agency's participation in the program shall commence upon Agency's acceptance of these program terms. Either party may terminate Agency's participation in the program at any time by providing 30 days' written notice to the other party; provided that in the case of material breach of this Agreement by the Agency, Ring shall only be required to provide three days' written notice to Agency.

**Privacy and Terms of Use**

Ring will not provide any customer personal information, including video footage, to Agency without the prior

consent of the owner or properly issued legal process that complies with federal and state law, as applicable. Agency agrees to use the Neighbors Portal only as expressly authorized by Ring and only in connection with bona fide Agency work. Ring's terms of service and privacy notice, as posted on Ring.com, shall apply to all uses of the Neighbors App and, as applicable, the Neighbors Portal.

**Compensation**

At no point shall either party receive compensation from each other as a result of this program.

**Confidentiality**

Unless otherwise required by law, the Parties shall not disclose the terms of this program or any information that is designated as confidential or that, given the nature of the information or the circumstances surrounding its disclosure, reasonably should be considered as confidential.

RING LLC

Date: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Agency

Date: February 28, 2019

By: Capt - [Signature] #27

Name: Terence Kenny

Title: Captain of Police

# **Reactive Q&A**

## **Neighbors & Law Enforcement Partnerships**

- **What is the partnership benefit?**
  - The Neighbors app lets you easily share and communicate with your neighbors about crime and safety so you have real-time, local crime data at your fingertips. The Neighbors app facilitates communication between neighbors, which is a crucial element of crime prevention.
- **How is Neighbors different from other platforms / Apps?**
  - Neighbors is about crime and safety only.
  - Residents must verify location in order to post / comment.
  - All users post anonymously (like a tipline)
  - Law Enforcement can view what residents are sharing, engage the public in their investigations and provide residents with hyper-local crime and safety information.
  - **Neighbors features allows it to function as a true digital neighborhood watch.**
- **Is law enforcement able to access user data or cameras through Neighbors?**
  - No user data, or even the existence of a camera at a specific location, is shared without prior consent of the device owner. Law enforcement can only see posts that users share publicly; they do not have access to users' devices, video or data.
- **Why is law enforcements participation on the app useful?**
  - Neighbors enables [agency] to:
    - Share important crime and safety updates with local communities in real-time.
    - Request information about local crime and safety situations from Neighbors who opt-in to sharing for a particular request.
    - Work together with the local community to build trust and make neighborhoods safer.
- **Does the Neighbors app collaborate with other apps like Facebook and NextDoor that get used by neighborhoods?**
  - Yes, Neighbors posts are shareable with other major social platforms. We encourage users to share crime posts to build awareness of local incidents and help identify criminals acting in the area.
- **Can only Ring videos be shared on Neighbors?**
  - No. All videos, images, and text can be uploaded and posted to Neighbors. Videos from all cameras can be uploaded.
- **How does Ring Neighbors work with law enforcement? How much access does law enforcement have to my Ring device? If any?**
  - Neighbors users can choose whether to share their Ring videos with law enforcement in the app.
  - Law enforcement can view the publicly available content in the Neighbors app and request content from Neighbors in a certain area and time range where an incident may have occurred. If law enforcement is interested in seeing a certain video, Ring will ask the user if he/she is willing to share footage with law enforcement. The police do not have a way to contact users outside of the app, which keeps identities hidden.
- **How many agencies have partnered with the Neighbors App?**

**\*\*FOR INTERNAL USE ONLY\*\***

- Dozens of agencies nationwide have joined the Neighbors App and are currently using it to engage with their communities.

# **Neighbors App by Ring + Local Law Enforcement**

## *Initial Partnership Announcement*

### **Key Talking Points**

- The [AGENCY] is excited to join the Neighbors app by Ring as a new way to provide real-time crime and safety information to our community.
- Ring launched the Neighbors app in May of 2018 as a free way for community members and local law enforcement to share real-time local crime and safety information whether or not they own a Ring device.
- The Neighbors app network has millions of users across the nation and has already been instrumental in catching package thieves, stopping burglaries, and keeping neighborhoods safe.
- [CITY] residents can text '[TEXT CODE]' to 555888 from their smartphone to download the Neighbors app for free on iOS and Android.
- Once downloaded, residents can join their digital neighborhood and use the app to: monitor neighborhood activity; share crime and safety-related videos, photos and text-based posts; and receive regional safety alerts from their neighbors, local law enforcement and the Ring team - all in real time.
- **Through partnering with Neighbors by Ring, [AGENCY] will be able to:**
  - Send alerts to Neighbors about local crime and safety incidents in the area in real-time.
  - Request information about local crime and safety situations from Neighbors who opt-in to sharing for a particular request.
  - Work together with the local community to build trust and make neighborhoods safer.
- **Like other social media sharing platforms, our participation on the Neighbors app is not meant to replace 911.** If residents see a crime occur they are encouraged to immediately report the incident through official department channels.
- **All tips shared via Neighbors are anonymous unless residents choose to identify themselves,** as anonymous tips are an important tactic already used to solve crimes.
- **This does not grant law enforcement access to cameras or user data.** Law enforcement can only view content posted by users to the Neighbors app or that they have decided to share with us directly in response to a specific request.
- **You do not need to own a Ring device or any other home security system in order to download and use the Neighbors app.** Local residents are encouraged to download the free Neighbors app in order to keep up with real-time crime and safety updates and participate in the digital neighborhood watch straight from their smartphones.

## **Maywood Police Joins 'Neighbors' by Ring to Provide Users with Real-Time, Local Crime and Safety Information**

*Neighbors aims to reduce crime in neighborhoods by connecting people, security cameras and law enforcement.*

**MAYWOOD, NEW JERSEY -- 4/3/2019** – The Maywood Police Department today announced that it is joining the free Neighbors app by Ring to provide the Maywood community with real-time, local crime and safety information. The Neighbors network already has millions of users and has been instrumental in catching package thieves, stopping burglaries, and keeping neighborhoods safe.

Residents can text 'StaySafe' to 555888 from their smartphone to download the Neighbors app for free on iOS and Android and use the app to; join their neighborhood, share crime and safety-related videos, photos and text-based posts; and receive real-time safety alerts from their neighbors, local law enforcement and the Ring team.

[Agency] quote "With the recent advancement in home security camera technology and its affordability, there has been a significant increase in properties operating Ring video surveillance systems. Video surveillance is an extremely valuable investigative tool used by law enforcement to help identify and apprehend suspects who are caught on camera committing a crime. With your help, we can keep our town safe by deterring criminals from committing crimes in Maywood!"

Jamie Siminoff, Chief Inventor and Founder of Ring, said: "We're excited to have the Maywood Police Department join Neighbors to keep their community up-to-date on local crime and safety information. Over the past few years we have learned that, when neighbors, the Ring team and law enforcement all work together, we can create safer communities. Neighbors is meant to facilitate real-time communication between these groups, while maintaining neighbor privacy first and foremost. By bringing security to every neighbor with the free Neighbors app, the Maywood community can stay on top of crime and safety alerts as they happen."

### **How It Works**

- Download the Neighbors app on iOS and Android here: [download.ring.com/neighbors](https://download.ring.com/neighbors) or by texting 'StaySafe' to 555888 from your smartphone.
- Opt-in to join your neighborhood.
- Customize the geographic area you want to receive notifications for (users must verify where they are located and cannot participate in other neighborhoods).
- Receive real-time alerts from your neighbors, local law enforcement and the Ring team that inform of crime and safety alerts as they happen.
- View local crime and safety posts via a live feed or interactive map.
- Share text updates, photos and videos taken on any device, including Ring's home security devices.
- Work with your community to make neighborhoods safer.

### **About Maywood Police Department**

The Maywood Police Department is committed to our mission of being responsive to our community in the delivery of quality services. Recognizing our responsibility to maintain order and to provide for the public safety of all residents, our objective is to improve the quality of life through a community partnership which promotes safe and secure neighborhoods.



### **About Neighbors**

Neighbors is a neighborhood watch app that provides real-time, local crime and safety information. Download the free Neighbors app (iOS/Android), join your neighborhood, and use the app to: view neighborhood activity; share crime and safety-related videos, photos and text-based posts; and receive real-time safety alerts from your neighbors, local law enforcement and the Ring team. For more information visit [www.ring.com/neighbors](http://www.ring.com/neighbors).

### **About Ring**

Ring's mission is to reduce crime in neighborhoods by creating a Ring of Security around homes and communities. Ring is an Amazon company. The Ring [product line](#), along with [Neighbors](#) by Ring, enable Ring to offer affordable, whole-home and neighborhood security devices and services. In fact, one Los Angeles neighborhood saw a [55 percent](#) decrease in home break-ins after Ring Doorbells were installed on just ten percent of homes. For more information, visit [www.ring.com](http://www.ring.com). With Ring, you're always home.

###

### **Maywood Police Department Media Contact**

Detective William Phayre  
(201) 845-2900 Ext. 140  
[wphayre@maywoodpd.org](mailto:wphayre@maywoodpd.org)

### **Neighbors Media Contact**

Kaleigh Bueckert-Orme  
Public Relations Coordinator, Ring  
[Media@ring.com](mailto:Media@ring.com)

## **Sample Social Media Announcements**

(For same-day distribution as press release)

### **Social Media Announcement Templates Included Below**

1. Facebook
2. Nextdoor
3. Twitter

**Important:** Be sure to include the Neighbors app download link and simple text codes info included below in all social media and other outreach materials involving the Neighbors app as a way to continuously drive app downloads and engagement.

#### **#1: Facebook**

*We're excited to announce that the Maywood Police Department has joined Neighbors by Ring! The 'Neighbors' app is a digital neighborhood watch right on your phone where you can get real-time crime and safety alerts from your neighbors and law enforcement.*

*MPD will be using 'Neighbors' to monitor crime in your area and send you updates on key crime incidents so you can all stay informed. By working together, we can all make Maywood a safer community.*

*Text 'StaySafe' to 555888 or click here: [download.ring.com/neighbors](https://download.ring.com/neighbors) from your smartphone to download the app for free on iOS/Android and see what's happening in your neighborhood.*

**\*\*\*Attach Neighbors Image\*\*\***

#### **#2: Nextdoor**

**Subject:** [Agency Acronym] has joined Neighbors by Ring

*We're excited to announce that the [Agency Name] has joined Neighbors by Ring! The 'Neighbors' app is a digital neighborhood watch right on your phone where you can get real-time crime and safety alerts from your neighbors and law enforcement.*

*[Agency Acronym] will be using 'Neighbors' to monitor crime in your area and send you updates on key crime incidents so you can all stay informed. By working together, we can all make [City/County] a safer community.*

*Text 'StaySafe' to 555888 or click here: [download.ring.com/neighbors](https://download.ring.com/neighbors) from your smartphone to download the app for free on iOS/Android and see what's happening in your neighborhood.*

**\*\*\*Attach Neighbors Image\*\*\***

#### **#3: Twitter**

**Sample Tweet #1:**

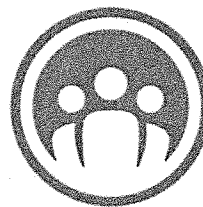
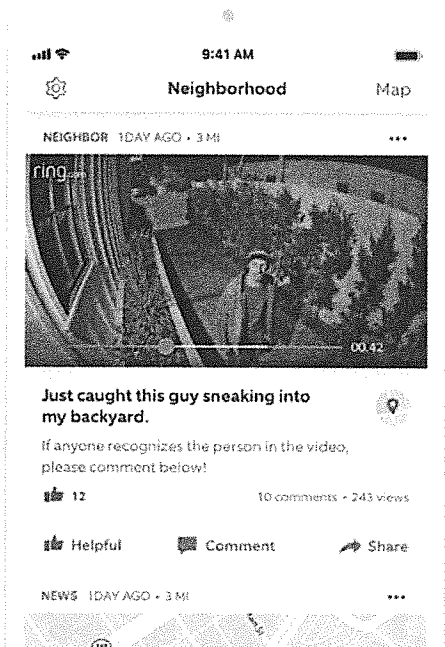
The Maywood Police is excited to join Neighbors by @Ring, a digital neighborhood watch app that sends you crime and safety alerts from your neighbors and the @MaywoodPolice. Text 'StaySafe' to 555888 or click here: [download.ring.com/neighbors](https://download.ring.com/neighbors) to download the app for free & see what's happening in your neighborhood.

**Sample Tweet Version #2:**

By working together, we can make #Maywood communities safer. That's why the Maywood Police Dept. is excited to join 'Neighbors' by @Ring; a free app that lets you join your digital neighborhood watch and receive real-time crime and safety alerts from your neighbors & @MaywoodPolice. Text 'StaySafe' to 555888 or click here: [download.ring.com/neighbors](https://download.ring.com/neighbors) to download the app for free on iOS/Android.

\*\*\*Attach Neighbors Image\*\*\*

**Neighbors Image:**



## The New Neighborhood Watch



## Re: Law Enforcement Accounts

Rohit Murti [rohit.murti@ring.com]

Sent: Thursday, February 21, 2019 2:29 PM

To: Anthony Modestine [anthony.modestine@ring.com]

Cc: William Phayre

Anthony,  
Thank you for the introduction.

Detective Phayre,  
Thank you for your interest in Ring Neighbors Portal. Please allow me to present the Portal to you and your team in the form of a webinar. I will share a booking link in a separate email. Please feel free to call or email me if you have any questions.

Thank you for your time and interest in Ring Neighbors Portal.

Sincerely,

Rohit D. Murti  
Territory Manager | Growth Strategy | Ring  
T 832.992.9910 E [rohit.murti@ring.com](mailto:rohit.murti@ring.com)

1523 26th Street, Santa Monica, CA 90404

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)

Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)

LA Times: [Ring modernized the doorbell, then went to war against crime](#)

USA Today: [Police say crime drops with video doorbell](#)

On Tue, Feb 19, 2019 at 9:31 AM Anthony Modestine <[anthony.modestine@ring.com](mailto:anthony.modestine@ring.com)> wrote:

Hi Detective Phayre,

It was a pleasure speaking with you, again Portal is a great community engagement tool and also a great tool for your investigators. Rohit Murti CC'd on this email will be able to assist you with providing you a webinar presentation on how this platform works. He will be your POC moving forward to getting your department this free access.

Rohit - Can you please link up with Dt Phayre of the Maywood PD - NJ to present the portal to him?

Thanks

•

On Tue, Feb 19, 2019 at 11:51 AM William Phayre <[WPhayre@maywoodpd.org](mailto:WPhayre@maywoodpd.org)> wrote:

Hi Anthony,

Your contact information was provided to me by Detective McCue from the Middlesex Borough Police Department. I was just seeking some information regarding the Ring Neighbors Law Enforcement Portal.

You can reach me at (201) 845-2900 Ext 140.

Thanks!

**Detective William Phayre #40**

***Maywood Police Department***

15 Park Avenue

Maywood, NJ 07607

Office: 201-845-2900 Ext. 140  
Fax: 201-845-0304  
[wphayre@maywoodpd.org](mailto:wphayre@maywoodpd.org)

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Anthony Modestine  
Neighborhood's Training Manager

1200 Atwater Dr Ste 225  
Malvern, PA 19355

[Anthony.Modestine@ring.com](mailto:Anthony.Modestine@ring.com)

Reducing Crime in Newark NJ: [Newark Protect Project](#)  
Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)  
LA Times: [Ring modernized the doorbell, then went to war against crime](#)  
USA Today: [Police say crime drops with video doorbell](#)

# Invitation: Onboarding Maywood PD (NJ) 4/1 @ 1pm EST @ Mon Apr 1, 2019 1pm - 2pm (EDT) (wphayre@maywoodpd.org)

anthony.modestine@ring.com

Sent: Thursday, March 07, 2019 12:42 PM

**Required:** morgan.culbertson@ring.com; William Phayre

**When:** Monday, April 01, 2019 1:00 PM-2:00 PM.

**Location:**

**Show time as:** Tentative

**Attachments:** invite.ics (3 KB)

Description:

[more details »](#)

## Onboarding Maywood PD (NJ) 4/1 @ 1pm EST

**When** Mon Apr 1, 2019 1pm – 2pm Eastern Time - New York

**Calendar** wphayre@maywoodpd.org

- anthony.modestine@ring.com - organizer

- morgan.culbertson@ring.com

**Who**

- wphayre@maywoodpd.org

We're excited to move forward with our partnership and onboard your key stakeholders onto the Neighbors Portal.

I will be your Account Manager and will be leading your onboarding/training and supporting you moving forward. Please ensure you all have access to a computer so we can screen share the Portal with you. A reminder that this Onboarding is train-the-trainer style so we ask that you only include key stakeholders.

I highly recommend all attendees download the free Neighbors by Ring App.

Anthony Modestine is inviting you to a scheduled Zoom meeting.

Topic: Anthony Modestine's Personal Meeting Room

Join Zoom Meeting

<https://ring.zoom.us/j/7551771918>

Please dial by your location and enter the Meeting ID to join the call for Audio if your computer does not have a microphone.

+1 646 876 9923 US (New York)

+1 669 900 6833 US (San Jose)

+1 855 880 1246 US Toll-free

+1 877 853 5257 US Toll-free

Meeting ID: 755 177 1918

Find your local number: <https://zoom.us/u/acyJwLV2yp>

Going (wphayre@maywoodpd.org)? **Yes - Maybe - No** [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this courtesy email at the account wphayre@maywoodpd.org because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at <https://www.google.com/calendar/> and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. [Learn More](#).

## Re: Neighbors Portal by Ring: Onboarding for Maywood Police Department, NJ

Anthony Modestine [anthony.modestine@ring.com]

Sent: Thursday, March 07, 2019 12:44 PM

To: William Phayre

Cc: Rohit Murti [rohit.murti@ring.com]

Great, I just sent you over a calendar invited which should arrive shortly. I will be reaching out in a separate email to provide you Rings PR packet to help with putting out the public announcement. Please let me know if you have any questions in the meantime!

On Thu, Mar 7, 2019 at 12:13 PM William Phayre <[WPhayre@maywoodpd.org](mailto:WPhayre@maywoodpd.org)> wrote:

Hi Anthony,

April 1st works. We'll also have Captain Kenny and Detective Liaban joining us.

I am the Social Media Coordinator in charge of Facebook, Twitter, website, etc.

Thank you,  
Bill

### **Detective William Phayre #40**

***Maywood Police Department***

15 Park Avenue

Maywood, NJ 07607

Office: 201-845-2900 Ext. 140

Fax: 201-845-0304

**[wphayre@maywoodpd.org](mailto:wphayre@maywoodpd.org)**

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**From:** Anthony Modestine [[anthony.modestine@ring.com](mailto:anthony.modestine@ring.com)]

**Sent:** Thursday, March 07, 2019 10:23 AM

**To:** William Phayre

**Cc:** Rohit Murti

**Subject:** Re: Neighbors Portal by Ring: Onboarding for Maywood Police Department, NJ

Thanks for the intro Rohit.

Detective Phayre- its a pleasure to e-meet you and I look forward to working with you and the Maywood Police Department. As Rohit mentioned our next steps is the onboarding, which should take about an hour of your time. I have some availability on Monday, April 1st at 1pm EST or Friday the 13th at 9am EST. Let me know if you and the other key stakeholders are able to make one of these days work.

Do we have a Social Media Coordinator that will be joining this onboarding?

Thanks,

On Wed, Mar 6, 2019 at 11:48 AM Rohit Murti <[rohit.murti@ring.com](mailto:rohit.murti@ring.com)> wrote:

Detective Phayre,

Please find the fully signed MOU agreement, attached. Thank you for working with me through this process. Please allow me to introduce you to your Account Manager - Anthony Modestine.

Anthony brings extensive experience in the business and is well positioned to successfully onboard and work with you and Maywood Police Department. The next step to commence Portal onboarding will be to set up a 1-hour webinar with you, key stakeholders and Anthony. As the onboarding is of a 'train-the-trainer' style, we only require the following personnel to join:

- **Partnership Coordinator** - main champion for the Ring partnership

- Name - Detective Phayre
- Email - [WPhayre@maywoodpd.org](mailto:WPhayre@maywoodpd.org)
- **Press/Media Coordinator** - typically the PIO who will coordinate the initial partnership announcement and ongoing PR
  - Name - Detective Phayre
  - Email - [WPhayre@maywoodpd.org](mailto:WPhayre@maywoodpd.org)
- **Social Media Coordinator** - person(s) in the department who manage(s) comments on Facebook, Twitter, NextDoor, etc
  - Name - TBD
  - Email - TBD
- **Community Relations Coordinator** - the person who oversees the team that interfaces with the community at events, HOA meetings, Neighborhood Watch meetings, etc.
  - Name - Captain Terence Kenny
  - Email - TBD
- **Investigative Coordinator** - your resident expert when the department wants to send a video request. This person will be trained on best practices for ensuring the maximum participation and sharing of videos.
  - Name - Detective Jason Liaban
  - Email - TBD

Involvement by each of these groups is essential for active community participation (specifically on video requests) and overall long-term success of the partnership. Please ensure you have access to a computer in order for us to screen-share the Portal with you. Anthony, could you please reach out to Detective Phayre to identify a day and time that works for both of your schedules?

Thank you, to you both, for your time.

Sincerely,

Rohit D. Murti  
Territory Manager | Growth Strategy | Ring  
T 832.992.9910 E [rohit.murti@ring.com](mailto:rohit.murti@ring.com)

1523 26th Street, Santa Monica, CA 90404

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)  
Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)  
LA Times: [Ring modernized the doorbell, then went to war against crime](#)  
USA Today: [Police say crime drops with video doorbell](#)

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Anthony Modestine  
Neighborhood's Account Manager

1200 Atwater Dr Ste 225  
Malvern, PA 19355

[Anthony.Modestine@ring.com](mailto:Anthony.Modestine@ring.com)



Reducing Crime in Newark NJ: Newark Protect Project  
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Anthony Modestine  
Neighborhood's Account Manager

1200 Atwater Dr Ste 225  
Malvern, PA 19355

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Shark Tank: Shark Tank's Biggest Company (password: ring)  
LA Times: Ring modernized the doorbell, then went to war against crime  
USA Today: Police say crime drops with video doorbell

## **PR Intro + Materials - Maywood PD (NJ) Joins Neighbors**

Anthony Modestine [anthony.modestine@ring.com]

**Sent:** Wednesday, March 20, 2019 1:36 PM

**To:** William Phayre; Morgan Culbertson [morgan.culbertson@ring.com]

Hi Detective Phayre

Now that we have our Remote Onboarding set for April 1st at 1 pm EST,

I wanted to introduce our PR Coordinator, Morgan Culbertson (cc'd) and send over our press packet of materials so we can begin to coordinate plans for the initial public announcement.

First announcement item to note is the In-App alert will be pushed out

by Ring the day before your Remote Onboarding. This alert serves a simple heads-up to existing users on the Neighbors app in your jurisdiction to let them know once your Department has joined the conversation (see sample alert [here](#)).

In addition to the In-App alert, Morgan will work with you to go over the

press packet materials below and establish a target date to roll out a much broader public announcement to officially kick-off the partnership.

Press packet is available to view & download

by

[clicking here](#) and includes the following materials;

- 

### **Press Release Template:**

Ready for you to review and customize with a quote, suggested edits to content and to incorporate into official Department release format. Be sure to share your edits with Morgan for a quick final review prior to distribution.

- 

### **Sample Social Media Posts & In-App Alert:**

Sample content to share across your existing social media platforms in tandem with the press release and In-App alert pushed by Ring to all local Neighbors app users.

- 

### **Talking Points & Reactive Q&A:**

Internal docs to prepare Dept. spokespeople to speak about the Neighbors app and our partnership with confidence and respond to commonly asked questions we have come to expect from the press and public.

- 

### **Neighbors App Logo & Imagery:**

High-res versions of the Neighbors app logo and other contextual images approved for use in press releases, social media posts and other public communications moving forward.

That's it for now! Let us know once you've had a chance to review and if you have any questions in the meantime.

Best,

Anthony Modestine

610.220.5432

--

Anthony Modestine

Partner Success Associate

1200 Atwater Dr Ste 225

Malvern, PA 19355

[Anthony.Modestine@ring.com](mailto:Anthony.Modestine@ring.com)

Reducing Crime in Newark NJ: [Newark Protect Project](#)

Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)

LA Times: [Ring modernized the doorbell, then went to war against crime](#)

USA Today: [Police say crime drops with video doorbell](#)

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## Video Requesting!

Anthony Modestine [anthony.modestine@ring.com]

**Sent:** Tuesday, April 16, 2019 10:50 AM

**To:** William Phayre

Hi Dt Phayer

Seems like you wasted no time sending out your Video Request out to Ring Users which is awesome!! Again this will be a new email this ring users receive so I definitely recommend pairing this with a LE Post through the Neighbors Feed side.

The LE Post will:

1) Put context behind the email going out to Ring Users, reassuring them that you do have an ongoing investigation and you need their help. (Ring Users will only see this email IF they captured video between your selected time span)

2) The LE Post will go out to Ring users and Neighbor by Ring users (NBR). NBR users most likely are using third-party camera that could have captured video pertaining to this incident so you are grabbing their attention on this and asking to share their video with you directly via email.

Example Post:

**Title:** Maywood PD Needs Your Help!

**Address:** Enter in the exact location of where the crime took place (Exact address will never be shown to the public)

**Description:** Hi Community, this is Detective Modestine of the Maywood PD, we have an ongoing investigation and we need the public's help! Last night around 2pm we had a home burglary that took place on pine street. We are asking anyone that has captured video between 1-3am on their home security cameras if they could please email their videos to [Anthony@ring.com](mailto:Anthony@ring.com) or please call 555-555-5555 if you have any tips. We need your help to make our communities safer.

**Media:** Attach pictures/videos of the suspects or department logo if you are not attaching any media.

Try sending out a post today to inform more of your community!

Let me know if you have any questions. 610.220.5432

Anthony Modestine

Partner Success Associate

[Anthony@ring.com](mailto:Anthony@ring.com)

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[www.ring.com](http://www.ring.com)

[Download the Neighbors App.](#)

Join the new neighborhood watch.

## Portal Reminder!

Anthony Modestine [anthony.modestine@ring.com]

Sent: Monday, June 03, 2019 2:15 PM

To: William Phayre

Good Afternoon Detective Phayre,

I wanted to reach out and provide you a friendly reminder to try and post as much as possible on the Portal when you can. This platform should be used as a proactive tool not reactive meaning the more you put into it the more the community will give back. This means more residents will start sharing Videos/Tips to the Neighbors Feed and when it does come time to Video Request you will start to see more neighbors want to share their videos.

Law Enforcement Post- Post should go out at least 1x a week at min.

### Types of Post

BOLO's

PSAs

Ongoing Investigations

Requesting Information

Severe Weather Alerts

Missing Person

Major Accidents

Road Closures

Coffee w/ Cop/Community Watch Events/ NNO/ Etc

Safety Tips

Maywood Success Stories!

Everything and Anything that meets the criteria of Crime/Safety should be posted.

I hope this helps get more neighbors to start sharing their information with you!

Enjoy the rest of your day.

Anthony Modestine

Partner Success Associate

Anthony@ring.com

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**Re: Donated Ring Devices**

Ring Neighbors Portal Team [neighbors-portal@ring.com]

**Sent:** Wednesday, June 05, 2019 2:42 PM

**To:** William Phayre



Hi,

Hope this finds you well! Reaching out from the Neighbors team at Ring to you and a few other key partner agencies in hopes of better understanding what community programs you might have pending or currently active where the Neighbors app, donated Ring devices or some other related component of our partnership are involved.

We've seen a lot of great community safety programs from our law enforcement partners and support your commitment to connecting with residents using new and innovative means that serve to open up and broaden the conversation. We want to see what this looks like for your agency and others to help paint a broader picture among our partners, provide any additional support needed and ensure we're aligned on Ring user privacy and protection standards as they relate to these different programs.

Specifically, that Ring users and residents are not required to purchase a recording service or otherwise compelled to take action, share footage and information as a condition to receiving a donated device or otherwise participating in programs led by Ring or our community partners.

Your agency's Partner Success Manager (aka primary Ring team contact) will be sure to follow-up with you directly in the next day or so to discuss further. In the meantime, feel free to email [anthony.modestine@ring.com](mailto:anthony.modestine@ring.com) with any urgent questions, concerns or requests and your PSM will be on-hand to respond and assist.

We look forward to learning more about what programs you're currently running or have planned, as well as any insights and best practices you wish to share from the process. We'll be ready to support and advise on any program updates needed to ensure key parameters are upheld and that partner-driven programs are ultimately as successful as possible.

Lastly, if you're not currently running any programs or public-facing campaigns related to Ring devices or the Neighbors app, nor do you plan to, simply email [anthony.modestine@ring.com](mailto:anthony.modestine@ring.com) and let us know. Thank you in advance.

Best,

The Ring Neighbors Portal Team

*Please direct your reply to [anthony.modestine@ring.com](mailto:anthony.modestine@ring.com)*

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Our mailing address is:

1523 26th Street

Santa Monica, CA 90404

Want to change how you receive these emails?

You can update your preferences or unsubscribe from this list.

## Quick Call Please

Anthony Modestine [anthony.modestine@ring.com]

**Sent:** Thursday, June 20, 2019 1:18 PM

**To:** William Phayre

Hi Dt Phayre,

I was hoping I could hop on a quick call with you today to discuss the Ring Camera Donation Programs in Maywood.

Are you available today to chat for a few minutes?

Thanks in advance.

Anthony Modestine

Partner Success Associate

Anthony@ring.com

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## Facebook Post - Ring

Anthony Modestine [anthony.modestine@ring.com]

Sent: Thursday, July 18, 2019 12:34 PM

To: William Phayre

Dt Phayre,

I see that your department had just posted about a possible home burglary attempt. This would be a tremendous post to be shared through the Portal.

Facebook is a great platform as it has millions of users but the only issue is residents actually have to be logged on their facebook, scroll their new feed to finally see your post.

Posting through the Portal is a more direct line of sight to a particular part of residents.

These post hit the residents that are out shopping, at work, grocery shopping overall for those that are not on Facebook 24/7. This is a more direct impact notice to them!

Title: Community Alert

Address: Enter in a street address where this incident took place

Description:

An alert from our neighbors in Rochelle Park regarding a possible diversion burglary attempt. If you observe any suspicious activity, please contact the police desk immediately. (201) 845-8800



Anthony Modestine

Partner Success Associate

610.220.5432

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